

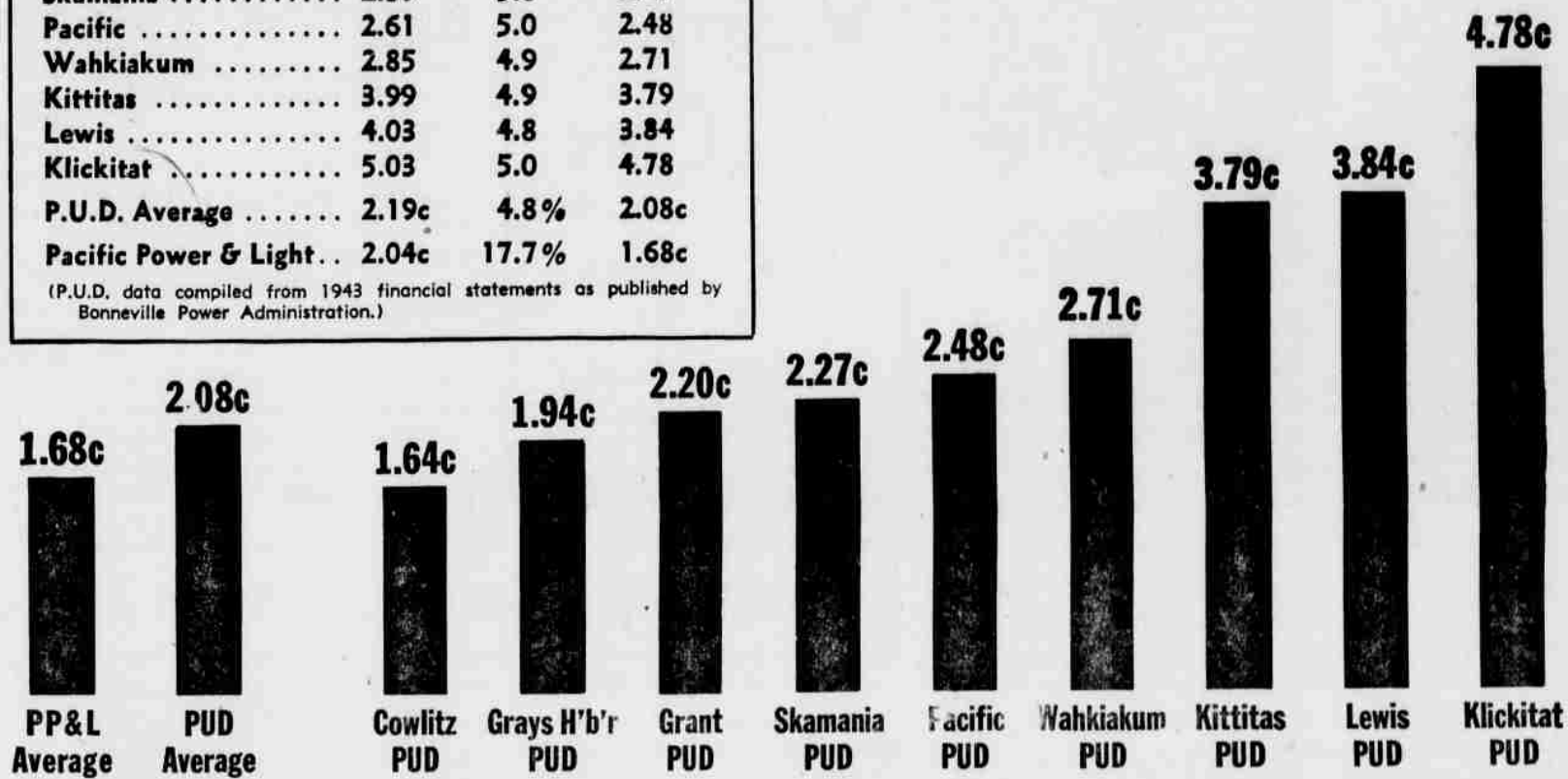
THIS CHART GIVES YOU THE FACTS ABOUT PUD ELECTRIC RATES!

COMPARISON OF AVERAGE PRICE PER KILOWATT HOUR—RESIDENTIAL AND RURAL SERVICE

PACIFIC POWER & LIGHT COMPANY
and
ALL WASHINGTON PUDs DISTRIBUTING BONNEVILLE POWER
(Adjusted for taxes in each case)

RESIDENTIAL AND RURAL SERVICE			
P.U.D.	AVERAGE KWH PRICE	TAXES (%)	KWH PRICE LESS TAXES
Cowlitz	1.75c	6.1%	1.64c
Grays Harbor	2.00	3.0	1.94
Grant	2.33	5.6	2.20
Skamania	2.39	5.0	2.27
Pacific	2.61	5.0	2.48
Wahkiakum	2.85	4.9	2.71
Kittitas	3.99	4.9	3.79
Lewis	4.03	4.8	3.84
Klickitat	5.03	5.0	4.78
P.U.D. Average	2.19c	4.8%	2.08c
Pacific Power & Light ..	2.04c	17.7%	1.68c

(P.U.D. data compiled from 1943 financial statements as published by Bonneville Power Administration.)



Now that PUDs have had four years' time to try to make good on their promises to give the public lower rates than the business-managed electric systems, it is fair for you to demand the figures so you can judge them by their record!

Here it is. The average cost of electricity on all Washington homes and farms getting Bonneville power through PUDs is 24% higher than on the PP&L system!

Both the PUDs and the business-managed companies pay taxes out of their electric rates. But PP&L pays 17.7 cents in taxes out of every dollar of revenue, while PUD taxes average only 4.8 cents per dollar.

PUD customers pay electric rates out of one pocket, and the missing taxes out of the other.

You want a fair and true comparison—the cost of electricity alone as shown by this chart. If you want to add taxes to the cost of electricity on an equal basis, the result is just the same—PUD rates are still just as much higher.

PUDs HAVE COST ANOTHER \$2,000,000 IN SPECIAL PUD TAXES

PUDs also have the right under the PUD law to collect special PUD taxes. They promised in every election campaign that they wouldn't do it—or maybe only a little!

Again, let's look at the record. They have already collected from the people of Washington TWO MILLION DOLLARS in these special PUD tax levies.

A big chunk of this money has gone to a favored little group of lawyers and engineers.

SUPER-DISTRICTS NEWEST TRICK IN THE PUD BAG

On the Washington ballot in November will be a bill—Referendum 25—which would completely wipe out all of the business-managed electric systems in the state that are actually delivering electricity so much cheaper than the PUDs. It would set up a giant Super-PUD and put an end forever to competition from efficient business-managed companies.

To grubstake this Super-PUD monopoly would cost the electricity users of Washington \$200,000,000 in bonds issued and sold without a vote of the people. It would cost millions in so-called "commissions" to the professional promoters who have bored into the public power movement—and still more millions in electric rates in all the future years.

If the promoters can put this scheme over on the electricity users and taxpayers of Washington, they plan to move into Oregon next! So look again at the chart above. Fix the facts in your mind for future reference, if the need comes. The figures prove that taxpaying, American business management gives you the biggest real value for your money—political bureaucracy can never be a substitute for it!

Pacific Power & Light Company
Your Business-Managed Power System